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WEWS

ORDER



Flight Dates 10/01/12-10/07/12

Order Sep 00:20:00

Product Estimate #

Contract / Revision 312403 / Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

09/26/12 10/09/12 Billing Contact Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser Republican Senate Campaig

7720 Benson Road Billing Calendar BROADCAST Carroll, OH 43112 Demographic A25-54

Agency Midwest Communications & Rev Codes

Buying Contact
Sales Office WEWSL Product Codes PL

49 S Grant Avenue Sales Region LOC Priority P-2

Columbus, OH 43125 Agency Ref Advertiser Ref

Primary Account Executive

Bill Young

Account Executive Order% Start Date End Date

Bill Young 100%

Order Share 100% Market Value 53150

POL

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount C	Gross Amount	Rating Start Date	e End Date	# Spots	Net Amount G	Fross Amount
October 2012	67	\$45,177.50	\$53,150.00	0.00 10/01/12	10/07/12	67	\$45,177.50	\$53,150.00
Totals	67	\$45,177.50	\$53,150.00	0.00				

												Tota	als_
Ln C	h St	art	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WE	EWS 10/0	01/12	10/07/12	M-F GMC 5-6a M-F GMC 5-6a	СМ	5-6a	МГЖГБ	:30	5	\$400.00 P-2	0.00 NM	5	\$2,000.00
Weel	Start Da		End Date 10/07/12	Weekdays MTWTF	Spots/Week 5	Rate \$400.00	Rating 0.00						
N 2 WE	EWS 10/	01/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	СМ	6-7a	МГWГF	:30	5	\$550.00 P-2	0.00 NM	5	\$2,750.00
	Start Da	<u>ite</u>	End Date	Weekdays	Spots/Week	Rate	Rating						





<u>Contract / Revision</u> 312403 <u>Flight Dates</u> 10/01/12-10/07/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/26/12 / 10/09/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

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								Tota	als_
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 2 WEWS 10/01/12 10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF	:30 5	\$550.00 P-2	0.00 NM	5	\$2,750.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>End Date</u>	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	Rating 0.00					
N 3 WEWS 10/01/12 10/07/12	M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a	MTWTF	:30 5	\$600.00 P-2	0.00 NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> МГWГF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00					
N 4 WEWS 10/01/12 10/07/12	M-F 9-10a Kelly	СМ	Kelly	MTWTF	:30 5	\$550.00 P-2	0.00 NM	5	\$2,750.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	Rating 0.00					
N 5 WEWS 10/01/12 10/07/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p	MTWTF	:30 5	\$900.00 P-2	0.00 NM	5	\$4,500.00
Start Date End Date Week: 10/01/12 10/07/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$900.00	Rating 0.00					
N 6 WEWS 10/01/12 10/07/12	M-F 6-630p News M-F 6-630p News		6-630p	MTWTF	:30 5	\$1,300.00 P-2	0.00 NM	5	\$6,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>End Date</u>	Weekdays MTWTF	Spots/Week 5	Rate \$1,300.00	Rating 0.00					
N 7 WEWS 10/01/12 10/07/12	SA-SU GMA 8-9a SA-SU GMA 8-9a		8-9a	SS	:30 2	\$600.00 P-2	0.00 NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>End Date</u>	Weekdays SS	Spots/Week 2	Rate \$600.00	Rating 0.00					
1 VEWS 10/01/12-10/07/12	Description SA-SU GMA 8-9a	<u>Start</u> 8-9a	t/End Time	_	<u>eekdays</u> <u>Le</u> SaSu	ength <u>Rate</u> :30 (\$600.00)	Rtg Type 0.00 NM		
See MG 7.3,7.4 [N/A ON ENTRY]									
2 VEWS 10/01/12-10/07/12 See MG 7.3,7.4	SA-SU GMA 8-9a	8-9a			SaSu	:30 (\$600.00)	0.00 NM		
[N/A ON ENTRY] 3 /EWS 10/01/12-10/05/12	M-F GMA 7-9a	7-9a	ı	M	ГWThF	:30 \$600.00	0.00 NM		
	M F OMA 7 0-	7.0-		10		00 000000	0.00 NIM		
4 /EWS 10/01/12-10/05/12	VI-F GIVIA 7-9a	7-9a	l	MI	ГWГhF	:30 \$600.00	0.00 NM		
N 8 WEWS 10/01/12 10/07/12	M-F 10-11a	СМ	Dr. Oz	МГЖГБ	:30 5	\$550.00 P-2	0.00 NM	5	\$2,750.00
Start Date Week: 10/01/12 End Date 10/07/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	Rating 0.00					
N 9 WEWS 10/01/12 10/07/12	M-F 12-1230pm N 12-1230p News	News CM	12-1p	MTWTF	:30 5	\$800.00 P-2	0.00 NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>End Date</u>	Weekdays MTWTF	Spots/Week 5	Rate \$800.00	Rating 0.00					
N10 WEWS 10/01/12 10/07/12	M-F 3-4P Katie M-F 3-4p Katie	СМ	3-4p	МГЖТБ	:30 5	\$900.00 P-2	0.00 NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>End Date</u>	Weekdays MTWTF	Spots/Week 5	Rate \$900.00	Rating 0.00					
N11 WEWS 10/01/12 10/07/12	M-F 5-6p News M-F 5-6p News	СМ	5-6p	МГЖГБ	:30 5	\$950.00 P-2	0.00 NM	5	\$4,750.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					

WEWS

Print Date: 10/10/12

Page 3 of 3



Contract / Revision 312403 Flight Dates 10/01/12-10/07/12 Hiatus Dates

<u>Original Date / Revision</u> 09/26/12 / 10/09/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

Note	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len Spo	ots	Rate Pri	Rta Tvpe	Tota Spots	als Amount
Start Date End Date Weekdays Spots/Week Rate Torontonia Start Date Start Date Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Spo	N11 WEWS 1	10/01/1	2 10/07/12	M-F 5-6p News			•						
T-730p The List				Weekdays									
No.	N12 WEWS 1	10/01/1	2 10/07/12	•	СМ	7-730p The	List MTWTF	:30	5	\$1,000.00 P-2	0.00 NM	5	\$5,000.00
M-F 1135p-1202a Nightlir Weekdays Spots/Week Rate Spots Rate Spots Nightlir Start/End Time Start/End Time Start/End Time Start/End Time Nightline 1135p-1207x Nightline													
New 10/01/12 10/07/12 10/07/12 MTWTF- 5 \$900.00 Start/End Time Start/End Ti	N13 WEWS 1	10/01/1	2 10/07/12	•	•	1135p-1207	мгwгг	:30	5	\$900.00 P-2	0.00 NM	4	\$3,600.00
N14 WEWS 10/01/12 10/07/12 SA 12a-1a CSI Miami Late Start Date End Date Weekdays SU 6-630p News SU 6-630p News SU 6-630p News SU 6-630p News SU 10/01/12 10/07/12													
N14 WEWS 10/01/12 10/07/12 SA 12a-1a CSI Miami Late Satura Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 10/07/12 10/07/12 SU 6-630p News SU 6-630	1 VEWS 1	0/01/12											
Start Date Weekdays Spots/Week Rate Rating O.00													
Week: 10/01/12 10/07/12 S- 2 \$400.00 0.00 N15 WEWS 10/01/12 10/07/12 10/07/12 SU 6-630p News Su	N14 WEWS 1	10/01/1	2 10/07/12			12a-1a	S-	:30	2	\$400.00 P-2	0.00 NM	2	\$800.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.00													
Week: 10/01/12 10/07/12 S 1 \$1,300.00 0.00 N 16 WEWS 10/06/12 10/06/12 10/06/12 10/06/12 OSU Pre Game O	N15 WEWS 1	10/01/1	2 10/07/12	•	СМ	6-630p	S	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.00													
Week: 10/01/12 10/07/12 S- 1 \$850.00 0.00 N17 WEWS 10/06/12 10/06/12 10/06/12 10/06/12 10/06/12 OSU Post-Game OSU Post-Game USU Post-Game USU Post-Game OSU Post-Game OSU Post-Game OSU Post-Game USU Post-G	N16 WEWS 1	10/06/1	2 10/06/12		СМ	12p-12x	S-	:30	1	\$850.00 P-3	0.00 NM	1	\$850.00
OSU Post-Game Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating					Spots/Week 1								
Week: 10/01/12 10/07/12 S- 1 \$1,500.00 0.00 N18 WEWS 10/06/12 10/06/12 10/06/12 NCAA 330p-7pm NCAA 340p-7pm NCA	N17 WEWS 1	10/06/1	2 10/06/12		СМ	12p-12x	S-	:30	1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
NCAA 330p-7pm <u>Start Date </u>													
	N 18 WEWS 1	10/06/1	2 10/06/12		_	330-7p	S-	:30	1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00

Totals 67 \$53,150.00